

**EFFICIENT AND COST-EFFECTIVE CONTENT PROVIDER FOR
CUSTOMER RELATIONSHIP MANAGEMENT (CRM) OR OTHER
APPLICATIONS**

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ABSTRACT

This document discusses, among other things, systems, devices, and methods for implementing an efficient and cost-effective automated content provider that effectively steers a user to relevant stored documents. Word or text features are extracted from user query language, and matched to substantially similar concept features. The concepts are organized in primary groups, such as Activities, Objects, Symptoms, and Products groups, which may be implemented as taxonomies. Documents that include the concept feature are tagged to that concept. A list of links or other document indicators tagged to the matched concepts is displayed for the user. Derived groups map relationships between concepts in the same or different primary groups, so that a particular matched concept results in the display of related concepts for restricting or otherwise changing the documents in play that are displayed for the user. This document also describes techniques for ranking the related concepts for display to the user.

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